

# The Sun.

NEW YORK SUNDAY, APRIL 29, 1900.—COPYRIGHT, 1900, BY THE SUN PRINTING AND PUBLISHING ASSOCIATION.

Frederick Loeser & Co.

Brooklyn Advertisements.

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## Best Lace Offer Ever Made.

98c. Yard for \$2.00 to \$4.00 Kinds.

There's hardly a handsome gown made now that doesn't have some lace in its finish. In keeping touch with Dame Fashion we have kept ahead of others in showing the pretty things that will be worn. This is largely due to the fact that our lace comes direct from our branch house in the lace centers of Europe. It saves you the middleman's profit, too, of course. Now here are some allover Nets for to-morrow that are at the lowest prices ever known. They are for ruching waists and gowns—pretty patterns of Lierre, Chantilly and Oriental. Some are regular \$3.50 to \$4.00 a yard; none under \$2.00, and we offer them all at 98c. yard. The offer is a very remarkable one.

## The Cotton Dress Goods.

2d floor. Take Revolving Stairway.

A lot more pretty new things that are crisp, cool and dainty—prettier even when they are made up than in the pieces. Won't be long before you will thoroughly enjoy the comfort of wearing them even more than the opportunity of buying them at these low prices:

AT 8c. FOR 10c. QUALITY—29-inch Belvedere Dimities, fine cloth, and neat, well-printed designs.  
AT 10c. FOR 15c. QUALITY—30-inch "Handspan Khaki," a firm, pliable and durable cotton fabric in the fashionable "khaki" shade, and other plain colors.  
AT 12½c. FOR 17c. QUALITY—30-inch finest quality Cottaugh Dimity; the designs and colorings are unexcelled.  
AT 17c. FOR 25c. QUALITY—32-inch finest corded and Jacquard Madras in high class designs, for men's shirts, and women's shirtwaists.

## Colored Dress Goods.

AT 35c. YARD FOR 65c. QUALITY—50 pieces all-wool Shepherd Checks in black and white, blue and white, brown and white and green and white. 38 inches wide, small and medium sizes. These goods are equally desirable for dresses, separate skirts and waists, or for children's and misses' wear. If imported to-day could not be sold for less than 65c. a yard. We make the price 35c.

## Black Dress Goods.

AT 39c. 50c. QUALITY—38-inch all-wool French Surah Serge.  
AT 59c. 85c. QUALITY—42-inch, all-wool Royal Creponette.  
AT 75c. 90c. QUALITY—51-inch, all-wool Storm Serge.  
AT 79c. \$1.00 QUALITY—46-inch mohair and wool Mistral Etonne.  
AT 99c. \$1.50 QUALITY—High lustrous English Crepons.

## Wrappers and Petticoats.

AT 98c. INSTEAD OF \$1.45—Good Percale Wrappers in medium, navy and light effects, neatly trimmed with braid and finished with deep flounce.  
AT \$1.45 AND \$1.98—A large variety of Percale Wrappers, including mourning effects.  
AT 49c. INSTEAD OF 75c.—Pretty fancy Petticoats, linen effects, made with deep umbrella flounce.  
AT 98c. INSTEAD OF \$1.59—Good Sateen Petticoats in black, made with 12-inch accordion pleated flounce.  
AT \$1.98 INSTEAD OF \$2.98—Fine Mercerized Petticoats in black and colors, some with accordion pleated flounce, others with three or four small ruffles or umbrella flounce.

## Embroideries at Half.

Some all-overs of the very newest kinds. Part of them have Valenciennes insertions; others have tucks. The prices are half the regular. Then there are some more Nainsook and cambric edgings and insertions just as cheap. Edgings and insertions, 5c. to 39c. yard. All-overs embroidered and organdie trimmed with lace, others plain, 25c. to 98c. yard.

## 9c. for a lot of 15c. Linings.

Two thousand yards of a strong, handsome, silk finished Dress Lining, for use under sheer summer dress fabrics—pink, cerise, light blue, cadet blue, cherry, magenta, lavender, sold everywhere at 15c. yd.; here to-morrow at 9c. AT 12½c. YARD—A complete line of bright colors, also fastblack, in a 38-inch Lining Lawn.  
AT 25c. YARD—Nainsook, all the new French shades in stock, 36 inches.

## Silverware at One-third.

We've quite a lot of the very useful things in Rogers' extra plate tableware that have been slightly scratched in handling. No injury whatever to their quality or use. It makes them a genuine bargain at these prices. Of course we cannot offer them as perfect.  
RODGERS' EXTRA PLATE—Butter Knives, 12c. each instead of 49c. Sugar Spoons, 15c. " " " 49c. Cream Ladles, 29c. " " " 59c. Nap Picks, set of six, 39c. set instead of 69c. Soup Spoons, set of six, 75c. set instead of \$1.69.

## A Real Snap in Writing Paper.

A lot of excellent white vellum finish, Oxford size Writing Paper, which we offer to-morrow at two pounds for 25c., where regular price is one pound for 28c. Envelopes to match at 3c. per dozen.  
AT 5c. INSTEAD OF 16c.—1,000 boxes of 24 sheets and 24 envelopes to match, fine quality Bond Paper, violet and rose.

## Toilet Articles a Third and Half Off.

Leather-covered folding Mirrors for travellers, finest quality French plate glass, bevelled edge, four sizes, at 75c., 95c., \$1.25 and \$1.50, regularly \$1.15, \$1.45, \$1.80 and \$2.35.  
Perfume Atomizers, Bohemian Glass and Decorated China, gilt tops, silk netted bulbs, at 49c., regularly 98c.  
Plain bulbs at 29c., regularly 49c.  
Hygienic Tooth Brushes, the only sanitary brush made, every one fully warranted, in five sizes for children and adults, soft, medium and stiff bristles, 12c., 19c., 25c., 29c. and 39c.  
Nail Scrubs also, extra stiff, at 45c., 69c. and 98c.  
Horsehair Comb Cleaners, the best article manufactured for keeping dressing combs in good condition, at \$1.29 each.

## Preparations for the Toilet.

Witch Hazel, ½-pint bottle, 5c.  
Ammonia, extra strength, 1 pint, 5c.  
Violet Ammonia, ½-pint, highly perfumed, 7c.  
Superior Bay Rum, sprinkler tops, ½-pint, 12c.  
Florida Water, 8-ounce bottles, 14c.  
Fragrant Cologne, 4-ounce bottles, 19c.  
Violet Toilet Water, 4-ounce bottles, 15c.  
Extracts, 1-ounce bottles, all odors, 10c.  
Almond Meal, ½-pound jars, 15c.  
Perfumed Talcum Powder, 4c.  
Borax, ½-pound package, 3c.  
Pumice Stone, pulverized, 6c.  
Fuller's Earth, for the toilet, 5c.  
Snow Flake Tooth Powder, tin bottle, 5c.  
Egg Shampoo Cream, 10c. jar.  
Pure Glycerine, 2-ounce bottles, 5c.  
Tincture of Benzoin, 2-ounce bottles, 10c.

# Frederick Loeser & Co.

BROOKLYN.

## Prices to Make a Memorable Monday. Annual Sale of Housekeepers' Linens, Towels, Sheets, Pillow Cases, Comfortables, Bedspreads and Blankets.

We hadn't much more than closed our sale a year ago than we commenced preparing for this season. Our foresight in looking to the future is thus more in evidence this year than almost ever before because we bought before the general advance in prices of linens and cottons particularly. Comparing our prices at this annual sale with the present market and that of last year you will find this the most advantageous sale ever made in the history of merchandising.

These goods, as staple as wheat or flour, will bear the most careful investigation, which will show you that they are

## At Cost and Less Than Cost To-day.

You will find the reality fuller of opportunities than we have space to describe—prices that can't fail to mark one of the most eventful Mondays in our history.

### Towels and Toweling.

1,000 Huckaback Towels—Extra large size, 12½c. instead of 16c.  
" " " " 17c. " " 20c.  
" heavy linen, 19c. " " 23c.  
" " " " 25c. " " 29c.

Turkish Bath Towels—extraordinary good value—12½c. each instead of 18c.  
12c. " " 15c.

Barnsley Toweling, pure linen, 11c. yard instead of 12½c.  
Silver Bleached Crash, 12c. yard instead of 14c.

Extra Heavy Twilled, pure linen, 27 inches wide, 12½c. yard, real value 18c.  
Pure linen, 9c. yard, real value 11c.

Pure Linen Glass Toweling, 26 inches wide, 11c. yard, real value 17c.

### Counterpanes.

White Counterpanes—89c. each, real value \$1.25  
\$1.10 " " 1.50  
Marseilles Counterpanes, extra good value, makers' seconds, \$1.99 each, real value \$2.50.

### Housekeepers' Linens.

Cream Damask, 70 inches wide, 39c., real value 45c.  
Cream Damask, 63 inches wide, 49c., real value 59c.  
Bleached Table Damask—49c. yard, real value 59c.  
63c. " " 75c.  
85c. " " \$1.15.

Linen Table Cloths—2 yds. long \$1.09, real value \$1.25  
2½ " " 1.29, " " 1.59  
Good, Heavy Irish Linen—2 yds. long, \$1.69, real value \$1.90  
2½ " " 1.98, " " 2.38

200 Dozen Napkins—Extra heavy, satin finish double damask, \$2.49 dozen, real value \$3.50.  
Cream Damask Napkins, extra heavy, 20 inches square, \$1.25 dozen.  
23 inches square, \$1.49 dozen.

### Summer Blankets.

White Cotton Blankets, medium weight, single bed size, 69c. pair, real value \$1.00.  
Double bed size, 98c., real value \$1.50.

### Muslins and Cambrics.

2,000 yards Fine Twilled Muslin, yard wide, suitable for underwear, 8½c. yard, regular price 11½c.  
Bleached Pillow Case Muslin, 1½ yards wide, 12c. yard instead of 14c.  
Bleached Muslin, soft finish, yard wide, 7c. yard instead of 8½c.

White Cambric Muslin, yard wide, good quality, 8½c. yard instead of 9c.  
Unbleached Muslin, yard wide, 6c. instead of 8c.

42 inches wide, 9c. instead of 11c.  
Wamsutter Twilled Sheeting Muslin, heaviest and best wearing muslin made, wear and wash equal to linen, one-third less than regular price, 2½ yards wide, 25c. yard, regular price 35c.

2½ yards wide, 27c. yard, regular price 37½c.  
2½ yards wide, 29c. yard, regular price 42c.

Nainsook, 40 inches wide, fine quality, 14c. yard, real value 18c.  
English Cambric, yard wide, extra fine quality, 16c. yard, real value 20c.

Single bed size, 37c. each instead of 49c.  
Three-quarter size, 45c. each instead of 55c.

Double size, 50c. each instead of 60c.  
Extra size, 55c. each instead of 65c.  
100 pairs Linen Pillow Cases, hemstitched, slightly soiled, 39c. and 49c. each instead of 50c. and 65c.

Linen Sheets, hemstitched, extra good quality, \$2.25 each.

Sheets and Pillow Cases. 5,000 Pillow Cases, 45 and 36 inches, 9c. each instead of 12½c.  
12c. each instead of 16c.

SHIRTS—Single bed size, 37c. each instead of 49c.  
Three-quarter size, 45c. each instead of 55c.

Double size, 50c. each instead of 60c.  
Extra size, 55c. each instead of 65c.  
100 pairs Linen Pillow Cases, hemstitched, slightly soiled, 39c. and 49c. each instead of 50c. and 65c.

Linen Sheets, hemstitched, extra good quality, \$2.25 each.

## Still More Astonishing Sale of Curtains. 5,500 Pairs White Nottingham and Irish Point.

We knew that our offer of Ecru and Ivory Curtains last week would be appreciated, but we did not realize that it would meet with a response so phenomenal as to overtake our best selling service. The sale has acted as an upheaval to the upholstery business and brought us floods of orders from all over the country, a remarkable one of which we have taken up. Hence we make you a curtain offer which eclipses anything ever attempted. The very newest things in White Nottingham and Irish Point Curtains at

## One-third to 50% Less than Regular Prices.

### This Sale is Limited to Two Days Only.

That is, Monday and Tuesday. The prices are so small that it will well repay those who intend furnishing summer cottages, as well as hotels and boarding houses, to say nothing of the trade, to seize the opportunity at once. These curtains cannot be made to-day for anything like these prices. Here are some of them:

### Nottingham, Irish Point and Muslin Embroidered Curtains.

NOTTINGHAM—	IRISH POINT	7.50 instead of 11.00
98c. instead of \$1.35	\$5.00 instead of \$7.50	8.00 " " 12.00
\$1.35 " " 2.00	6.35 " " 9.50	

## All Kinds of New Shirt Waists.

The silk at almost the price of the cotton, and the cotton waists at almost nothing. Not the cheap kinds, but the expensive kinds. The flannel here, too, at just as good advantage. Our showing for to-morrow is particularly large and varied.

THE COTTON—AT \$2.98 INSTEAD OF \$3.98—An assorted lot of China Silk Waists, in black and colors, box pleated front, dress sleeves; also in this lot some pretty striped Wash Waists, lace yoke back and front, and Taffeta waists.

AT \$3.98 INSTEAD OF \$5.00—250 assorted Taffeta Silk Waists, in black, heliotrope, cardinal, lavender, pink and light blue, assorted styles, mostly corded back and front and greater part of sleeves corded; all dress waist sleeves.

AT \$4.98 INSTEAD OF \$6.00 to \$8.75—200 assorted Taffeta Silk Waists, in a variety of styles, black, lavender, corse, heliotrope, light gray, maize and pink, some corded, others tucked; in this lot a stylish silk waist in the best colors, made with tucks and cording, V front of lace and stock collar, lace trimmed.

PLANNED—AT \$1.98 INSTEAD OF \$2.98—All-wool Flannel Waists, pretty spring colors, royal blue, old rose, pink, light blue, lavender, gray and black, tucked yoke, dress sleeves.  
Stylish Albattross Waists, handsomely embroidered, \$4.98.

Misses' and Children's Waists in Percale, 49c.

Misses' and Children's Waists in Ginghams, 98c.

Misses' and Children's Waists, with white vest front, \$1.25.

## Uncommon Sale of Housefurnishings.

There's not an economical housekeeper in Greater New York that wouldn't profit by a visit to our basement to-morrow:

Wash boilers, extra heavy quality, drop handles, solid copper bottom, three sizes, while 100 last, 60c.

Bread Boxes, made by "Kreamer," 39c.

"Crusty" Bread Pans produce a crisp crust all over the loaf, 10c.

Egg Beaters, "Dover" style, 5c.

Egg Beaters, "Perfection" style, half bearing, 25c.

Galvanized Iron Water Pail, 12c.

Coal Hods in assorted sizes, handled, while they last, 12c.

Clothes Baskets made of good willow, while 60 last, 25c.

Ash Cans, the indestructible kind, two sizes, at each, \$1.75.

Garbage cans, heavy galvanized iron, with cover, 98c.

Ash or Garbage Cans, large size 17x26, 98c.

## Choice Tapestry Brussels Carpets.

Two hundred and fifty rolls of excellent Tapestry Brussels Carpets from one of the very best makers in this country. Our prices for this fortunate purchase are lower than the trade prices of to-day.  
65c. quality at 39c. yard. 75c. quality at 49c. yard. 85c. quality at 59c. yard.

## \$2.98 for Boys' \$3.98 to \$4.98 Spring Suits.

Some 250 Suits of them, different styles, such as nobby Sailor Suits and Vestee Suits of fine all-wool cloth in blue and mixtures, and beautifully trimmed. Sizes 3 to 10 years up, and double-breasted. Suits for the boys 9 to 16 years, of splendid all-wool chevrons, neat plaids and mixtures, well-made and durable Suits. Not all sizes in some of the styles, and that's why the price is \$2.98.

## Notions and Sewing Room Supplies.

All the little new time and trouble-saving devices, conveniences that seem to come out of the East, but amount to a good deal in a year if you don't buy them right.

Fine Seamless Dress Shields, sizes 1 and 2, 10c. pair.

Rubber lined, size 2 and 3, 10c. pair.

Light weight, size 3, 10c. pair.

Black Sewing Silk, 29c. dozen spools.

Safety Pins, black or nickel, all sizes, 2c. dozen.

Needle Cases, gold eye, 2c. paper.

Sateen Tape Measures, 8c. each.

Popular Hooks and Eyes, with spring, size 3 and 4, 5c. gross.

Fancy Silk and Lisle Side Supporters, 15c. pair.

Frames for Pulley Belts, 10c. each.

Black Bias Velvet Binding, 5 yards, 8c., 12c., 15c. piece.

Black Bias Corduroy Velvet Binding, 4 yards, 8c. piece.

Lace Hair Pins, 5c. dozen papers.

Adjustable Stock Collars, with spring, 10c. each.

Garter Elastic, fancy, 15c. yard.

Black Darning Cotton, 5c. dozen cards.

Colored Darning Cotton, Regent, 1c. card.

Tailor-made Dress Fasteners, black, white or gray, 5c. each.

American Pins, size 3B, 2c. paper.

Pulley Belt Rings, 1c. and 2c. each.

17c. to 58c. for Regular 29c. to \$1.00 Ribbons.

Here are some ribbons that are sure to create a regular flurry. You will like them, and the prices are some of the best we've ever been able to offer:

AT 17c. YD., REGULAR 29c.—4½-inch Plaid Taffeta. Bright, rich combinations; four rows hemstitching. Just the thing for children's hats.

## More Extraordinary Silk Offers.

What we have done with Silks in the past not only puts us on the alert to give you something better, but makes you fully ready to take advantage of hints like these:

69c. for \$1.00 Fancy Striped Plisse Taffeta.

89c. for \$1.25 Colored and Black Crepe de Chine, slightly imperfect, but not noticeable in a made up garment.

45c. for 19 in. Bright Black Taffeta.

59c. for 21 in. "

69c. for 24 in. Bright Black Taffeta.

59c. for \$1.00 Printed Foulard Silks.

49c. for 75c. Printed Foulards and India Silks.

Colored Taffetas in all the scarce shades as well as all the staple ones.

AT \$12.75 INSTEAD OF \$18.50—Cheviot cloth suit, tight-fitting waist with French back, lined with taffeta; skirt with box pleat and lined with percaleine.

AT \$15.75 INSTEAD OF \$22.50—Venetian cloth, double-breasted Eton coat, lined with tailor serge; brown, castor, navy or black.

AT \$16.50 INSTEAD OF \$24.00—Camel's hair cheviot cloth suit, with short coat, French front effect, collarless revers, particularly stylish, triple-stitched seams, skirt with double box pleat. Other styles \$10.50, \$13.75, \$16.25 and \$25.00.

AT \$9.98, INSTEAD OF \$15.50—75 Misses' Suits in 14, 16, 18 years, in grey, brown, cheviot suitings; jacket lined throughout with fancy silk; finished with silk revers; skirt lined with percaleine and prettily stitched.

AT \$3.75, INSTEAD OF \$5.98—50 Misses' Skirts in black serge, superior quality; prettily outlined with scroll work of fancy taffeta down front; finished with braid; in 37, 39, 41 lengths. \$3.75, instead of \$5.98.

AT \$4.50, INSTEAD OF \$6.75—75 Misses' Skirts, in black, grey and brown head mixtures; handsomely trimmed with silk and fancy scroll work of braid down front; box pleat back, lined with percaleine. \$4.50, instead of \$6.75.

2,500 rolls just in, so new that the salt air of the ocean still clings to them.

AT \$6.79, REGULAR \$9.75—250 rolls of 40 yards each fancy and inlaid cotton and linen warp matting.

AT \$5.79, REGULAR \$9.75—250 rolls of 40 yards extra heavy China matting, reversible.

A good chance to buy a rug, a lot at prices lower than ever. The kinds just right for cottages and summer homes.

Wool, Smyrna and Moquette, single door size Mat, 65c.

150 all-wool Ingrain Art Squares, best standard, 21 different patterns, 2½x3 yards, \$3.98, formerly \$5.85.

200 reversible Smyrna Rugs in very pretty Oriental designs.

6x9 7x10 9x12 12x15 15x18 18x21 21x24 24x27 27x30 30x33 33x36 36x39 39x42 42x45 45x48 48x51 51x54 54x57 57x60 60x63 63x66 66x69 69x72 72x75 75x78 78x81 81x84 84x87 87x90 90x93 93x96 96x99 99x102 102x105 105x108 108x111 111x114 114x117 117x120 120x123 123x126 126x129 129x132 132x135 135x138 138x141 141x144 144x147 147x150 150x153 153x156 156x159 159x162 162x165 165x168 168x171 171x174 174x177 177x180 180x183 183x186 186x189 189x192 192x195 195x198 198x201 201x204 204x207 207x210 210x213 213x216 216x219 219x222 222x225 225x228 228x231 231x234 234x237 237x240 240x243 243x246 246x249 249x252 252x255 255x258 258x261 261x264 264x267 267x270 270x273 273x276 276x279 279x282 282x285 285x288 288x291 291x294 294x297 297x300 300x303 303x306 306x309 309x312 312x315 315x318 318x321 321x324 324x327 327x330 330x333 333x336 336x339 339x342 342x345 345x348 348x351 351x354 354x357 357x360 360x363 363x366 366x369 369x372 372x375 375x378 378x381 381x384 384x387 387x390 390x393 393x396 396x399 399x402 402x405 405x408 408x411 411x414 414x417 417x420 420x423 423x426 426x429 429x432 432x435 435x438 438x441 441x444 444x447 447x450 450x453 453x456 456x459 459x462 462x465 465x468 468x471 471x474 474x477 477x480 480x483 483x486 486x489 489x492 492x495 495x498 498x501 501x504 504x507 507x510 510x513 513x516 516x519 519x522 522x525 525x528 528x531 531x534 534x537 537x540 540x543 543x546 546x549 549x552 552x555 555x558 558x561 561x564 564x567 567x570 570x573 573x576 576x579 579x582 582x585 585x588 588x591 591x594